



FOR IMMEDIATE RELEASE

The Outdoor Group Completes Acquisition of Winner's Choice Custom Bowstrings

Rochester, New York; December 19, 2012 - The Outdoor Group, LLC has completed the acquisition of assets and business of Winner's Choice Custom Bowstrings. The deal combines The Outdoor Group's experience in premium archery equipment manufacturing innovation and marketing with Winner's Choice Custom Bowstrings' reputation of producing the industry's best custom bowstrings and cables.

"I am very excited to see Winners Choice become a part of The Outdoor Group family," said Mike Slinkard, outgoing President of Winner's Choice Custom Bowstrings. "The marketing power of The Outdoor Group, coupled with the time-tested quality of Winner's Choice products, will work to take the company to new heights in our industry."

Pete Crawford, President of The Outdoor Group commented, "We are very excited about the acquisition of Winners Choice, the industry leader in quality strings and cables for more than 13 years. There is a passion for building the best strings and cables in the world that fits our goals of having premium brands, backed by the best warranties and customer service possible. We think with our synergies created by owning multiple premium brands, we will be able to take Winners Choice to the next level from an already successful brand."

The Outdoor Group implemented the use of Winner's Choice Custom Bowstrings on the entire 2013 line of Elite Archery bows. Pete Crawford went on to say, "We have seen a huge improvement to the overall performance of our Elite bows since we made Winners Choice 8190X standard across all models in 2013. Mike Slinkard built a great brand and we are very happy that he will continue to help advise us and test newer technologies in the future."

ABOUT WINNER'S CHOICE CUSTOMER BOWSTRINGS

Headquartered in John Day, Oregon, Winner's Choice Custom Bowstrings, Inc. is an industry-leading manufacturer of superior-quality custom bowstrings and cables. Now in the 13th year of business, Winner's Choice is the largest independent producer of high-end custom bowstrings and cables and has the best warranty/return rate in the Industry. Visit www.winnerschoicestrings.com for more information.

ABOUT THE OUTDOOR GROUP

Established in 2012 and based in Henrietta, New York, The Outdoor Group is parent company to Elite Archery, Perfect Form Manufacturing, Scott Archery, Custom Bow Equipment, Duel Game Calls and Solid Broadheads.

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